

PROPOSAL NO.	*	INVITATION FOR BID	*	DATE	*	PAGE
	*	<i>SCHEDULE B</i>	*		*	
SMP-15	*	<i>NEW ORLEANS ARENA</i>	*	May 24, 2002	*	9 of 131
		<i>INFORMATION</i>				
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New Orleans Sports Arena General Information

1. Miscellaneous Information

- A) Escalators - 7
Elevators - 5
Freight Elevator - 2
- B) There is no Box Office at the Arena. All funds are maintained in the Superdome. The Accounting Office is maintained at the Superdome.
- C) Patrons park at the Superdome. The Arena is closed to the public on non-event days and Superdome security patrols the area.
- D) Two (2) security guards are assigned to the arena.
- E) The Arena is run in direct conjunction with the Superdome. The emergency, fire and evacuation procedures are handled the same as in the Superdome.
- F) Arena Seating Capacity is 18,500.
- G) Louisiana Stadium and Exposition District is currently in negotiations with the Charlotte Hornets professional basketball team. If the contract is accepted, the team would rent and play their home games in the New Orleans Sports Arena. The receipts generated through the Arena are shown in the projections below.
- H) **Total Gross Receipts:**
(FY 2000-2001)
- | | |
|-----------------|----------------|
| Rental Income | \$ 949,000 |
| Food & Beverage | 536,000 |
| Parking | 492,000 |
| Luxury Seating | 2,166,000 |
| Land Lease | ---- |
| Rights Fees | ---- |
| Tours | ---- |
| Tenant Rent | ---- |
| Other | <u>692,000</u> |
| | \$ 4,835,000 |
- I) **Projected Total Gross Receipts WITHOUT Hornets Basketball**
(FY 2002-2003)
- | | |
|------------------|----------------|
| Rental Income | \$ 980,000 |
| Food & Beverage | 527,000 |
| Parking | 410,000 |
| Luxury Seating | 2,180,000 |
| Land Lease | ---- |
| Rights Fees | ---- |
| Tours | ---- |
| Tenant Rent | ---- |
| Other | <u>951,000</u> |
| Projected Total: | \$ 5,048,000 |
- Projected Admissions: \$9,200,000
- Projected Total Gross Receipts WITH Hornets Basketball ***
(FY 2002-2003)
- | | |
|------------------|----------------|
| Rental Income | \$2,980,000 |
| Food & Beverage | 527,000 |
| Parking | 410,000 |
| Luxury Seating | ---- |
| Land Lease | ---- |
| Rights Fees | ---- |
| Tours | ---- |
| Tenant Rent | ---- |
| Other | <u>951,000</u> |
| Projected Total: | 4,868,000 |
- Projected Admissions: \$9,200,000

* Per the contract under negotiation, the Hornets would receive 100% revenues from admissions, luxury seating, and food and beverage sales.

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J) **Total Gross Receipts:**

1996-97:	-----	**
1997-98:	-----	**
1998-99:	-----	**
1999-2000:	\$ 4,409,000	
2000-2001:	\$ 4,835,000	
2002-2003:	\$5,048,000	Projected

** The New Orleans Sports Arena officially opened in October 1999.

- K) The projected attendance for all events held in the Arena in FY 2002-2003 is 400,000.
If the Hornets Professional Basketball Team comes to New Orleans, then there will be approximately 10,000 – 11,000 people per game for 43 games, in addition to the 400,000.
- L) The Arena does co-promote concerts (country music concerts, in the past) only a couple times a year. All proceeds of a co-promoted concert are split 50-50 by the LSED and the promoter/management group.

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2. Below is a schedule of events held in the New Orleans Sports Arena in fiscal year2000-2001.

EVENT NAME	EVENT DATE	ATTENDANCE	EVENT NAME	EVENT DATE	ATTENDANCE
Champions on Ice	1-5-01	7,852	Brass vs Louisiana Hockey	2-10-01	4,344
Target Stars on Ice	3-20-01	3,111	Brass vs Louisiana Hockey	3-2-01	4,284
Disney on Ice (7)	3-28-01	31,776	Brass vs Arkansas Hockey	3-4-01	2,509
Professional Bull Riding	4-14-01	8,611	Brass vs Pensacola Hockey	3-9-01	3,185
ECHL Hockey - Brass vs Baton Rouge	10-7-00	1,674	Brass vs Greenville Hockey	3-10-01	3,765
Brass vs Florida Hockey	10-13-00	4,196	Brass vs Tallahassee Hockey	3-15-01	1,992
Brass vs Tallahassee Hockey	10-14-00	2,948	Brass vs Baton Rouge Hockey	3-17-01	4,132
Brass vs Baton Rouge Hockey	10-21-00	2,951	Brass vs Pensacola Hockey	3-23-01	5,308
Brass vs Birmingham Hockey	10-26-00	2,008	Brass vs Augusta Hockey	4-3-01	1,280
Brass vs Baton Rouge Hockey	11-2-00	1,719	Brass vs Louisiana Hockey	4-10-01	2,312
Brass vs Arkansas Hockey	11-4-00	3,475	Brass vs Louisiana Hockey	4-12-01	2,545
Brass vs Augusta Hockey	11-8-00	1,669	Tulane vs Southern College Basketball	12-30-00	508
Brass vs Louisiana Hockey	11-10-00	5,422	Tulane vs Louisville College Basketball	1-10-01	1,356
Brass vs S. Carolina Hockey	11-16-00	1,670	Tulane vs Memphis College Basketball	1-24-01	1,060
Brass vs Louisiana Hockey	11-17-00	3,883	Tulane vs Southern Miss College Basketball	2-7-01	1,107
Brass vs Mississippi Hockey	11-22-00	3,123	Tulane vs UNC Charlotte College Basketball	2-14-01	547
Brass vs Mobile Hockey	11-30-00	1,969	Tulane vs Depaul College Basketball	2-17-01	614
Brass vs Jackson Hockey	12-7-00	1,757	Sugar Bowl Basketball Tourn	12-28-00	4,544
Brass vs Baton Rouge Hockey	12-8-00	3,078	WWF	8-22-00	11,678
Brass vs Mobile Hockey	12-14-00	1,745	Roy Jones-Boxing	9-9-00	13,405
Brass vs Florida Hockey	12-16-00	2,614	Lakers Exhibition	10-11-00	15,696
Brass vs Birmingham Hockey	12-21-00	2,353	Gymnastics	10-18-00	4,638
Brass vs Pensacola Hockey	12-23-00	2,605	WNBA	11-1-00	2,249
Brass vs Mississippi Hockey	12-29-00	3,973	WWF	1-21-01	15,394
Brass vs Arkansas Hockey	1-6-01	3,332	Ricky Martin Concert	7-8-00	11,118
Brass vs Jackson Hockey	1-7-01	1,747	Dr. Dre Concert	8-5-00	10,051
Brass vs Arkansas Hockey	1-11-01	2,124	Pearl Jam Concert	8-14-00	12,882
Brass vs Baton Rouge Hockey	1-13-01	5,001	Santana Concert	10-3-00	8,253
Brass vs Mississippi Hockey	1-19-01	3,335	Tina Turner Concert	10-25-00	12,307
Brass vs Jackson Hockey	1-20-01	4,222	Elton John/Billy Joel Concert	4-17-01	16,975
Brass vs Mobile Hockey	2-2-01	3,993	Eric Clapton Concert	5-15-01	11,872
Brass vs Louisiana Hockey	2-3-01	5,298	Journey Concert	6-12-01	6,780
Brass vs Pensacola Hockey	2-9-01	3,466	Tim McGraw/Faith Hill Concert	7-21-00	15,761
Dixie Chicks Concert	10-29-00	11,487	Jerry Butler Concert	11-24-00	1,085
Frankie Beverly & Maze Concert	11-25-00	3,683	Limp Bizkit Concert	12-2-00	11,819
Carmen Ministries	2-16-01	5,649	Full Gospel	7-11-00	
DDD Luncheon	8-10-00		National Tourism Business Expo	5-17-01	
Brass Fan Day	8-19-00		Macallan Scotch Tasting	9-27-00	
Mayor's Ball	2-21-01		Brass Open Practice	10-4-00	